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Process Book
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Web Design 2

Fall 2016 | GDES 356=

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Course Description

Web Design 2 is an advanced studio course exploring the design of web based user interface applications across multiple devices. Emphasis is placed on the design of navigational structures and systems, audience, organization of information and access to web applications. These applications and structures will be evaluated for their responsiveness and usability across multiple devices.

> Introduction

Description

Students will be tasked with applying design treatments while developing an interactive landing application for product information and online sales. Project content, sample wireframes, and additional requirements will be provided to class in a creative brief.

> Project I

Objectives

- Reacquaint students with the process of applying design with online technologies.
- Create an engaging experience to a defined target audience within strict business and technical guidelines

> Project I

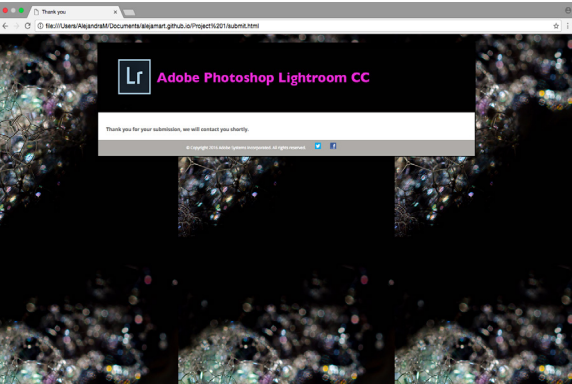
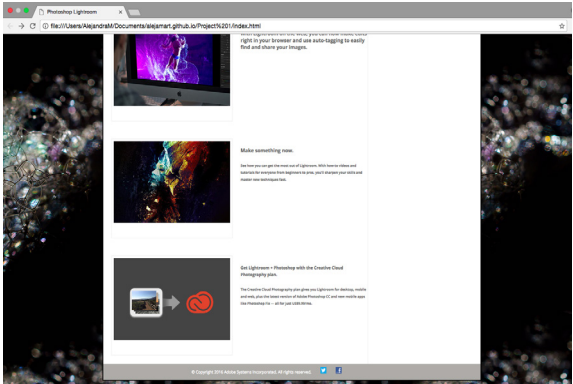
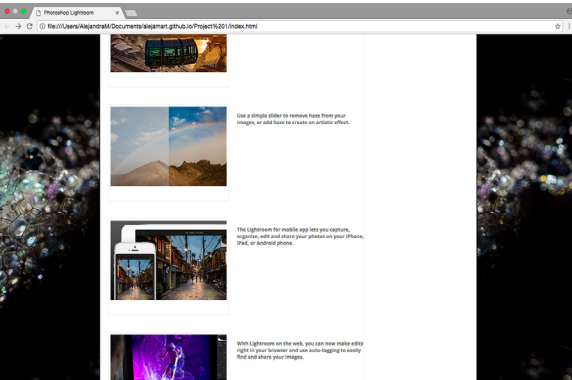
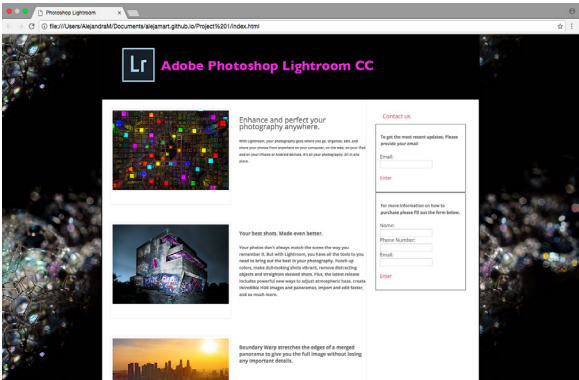
Adobe Photoshop Lightroom

My goal was to create an easy to understand webpage for Adobe Photoshop Lightroom. I believe I was pretty successful in creating an easy to understand webpage for Adobe Photoshop Lightroom.

> **Project I**

Final Design

> Project I



Description

Create an online animated marketing campaign to increase awareness and drive traffic to interactive landing page. Storyboard and design will be applied to the 3 most common ad unit sizes. One banner ad will be developed into a 15 second animated sequence. Project content and additional requirements will be provided to class in a creative brief.

> Project 2

Objectives

- Storyboarding animated experiences through the use of typography and graphic elements in space.

- Developing a story and evoking useraction through an animated sequence.

> Project 2

- Working with cohesive creative concept in different layout compositions.

- Developing animated sequences using CSS3 techniques.

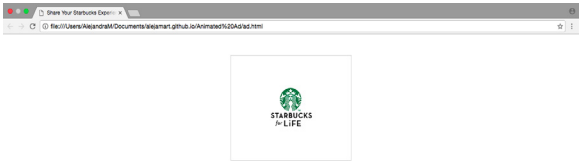
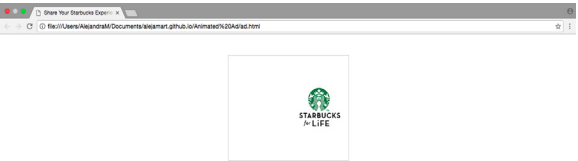
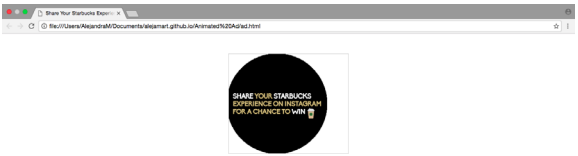
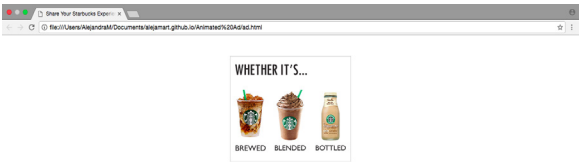
Starbucks Animated Ad

My goal was to create a Starbucks ad that promoted Starbucks for Life. I think my ad was successful for the most part. If I would have had more time I would have added the stars during the last two frames of the ad.

> Project 2

Design

> Project 2



Description

Students will be tasked with creating a responsive microsite where the user is taken through a “process” to complete a “conversion goal”. The interactive experience will need to demonstrate clear thought process in the messaging and user interface design to provide a successful experience. The site will be designed and developed in a manner that allows for the best user experience for all online devices. Project content and additional requirements will be provided to class in a creative brief.

> Project 3

Objectives

- Developing and transforming interactive experiences across multiple screen sizes and devices.
- Working with cohesive creative concept in fluid layout compositions.
- Creating responsive design web pages using fluid layouts, media queries, and mobile first approach.

> Project 3

- Learning how to design for touch devices.

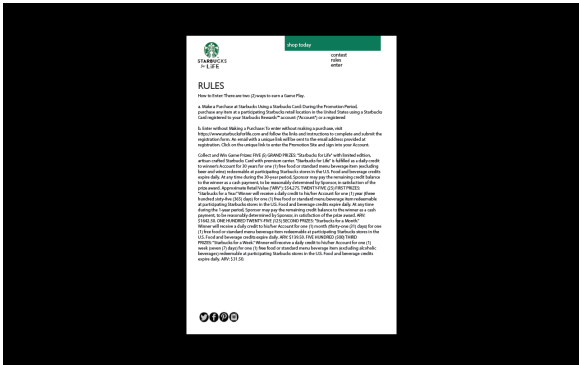
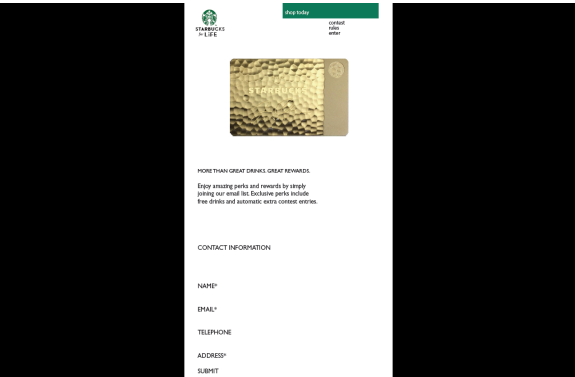
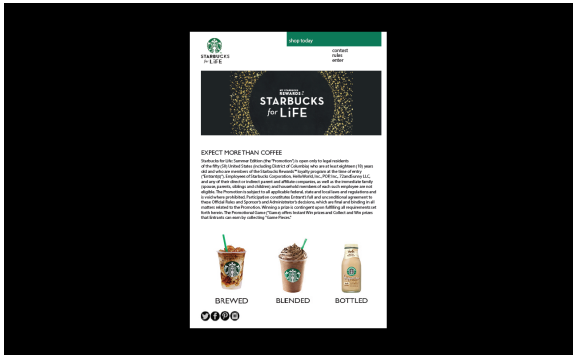
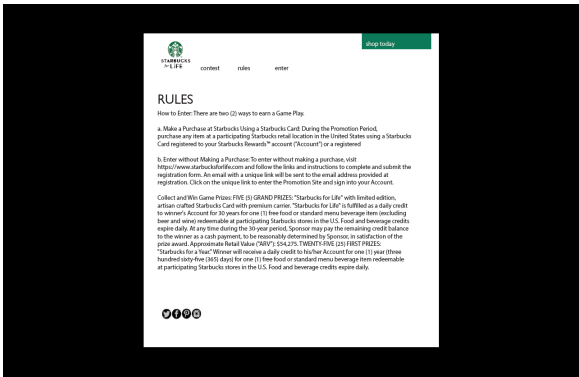
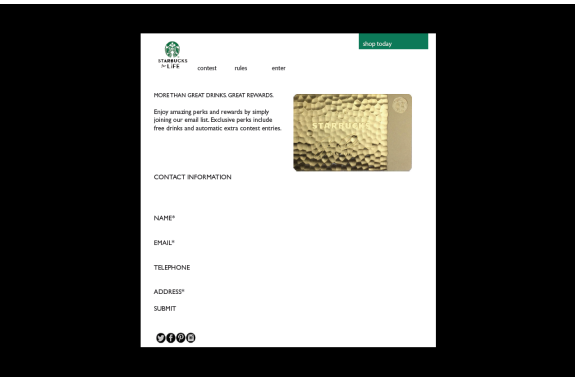
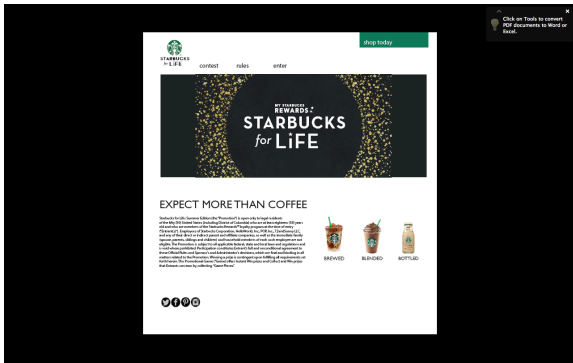
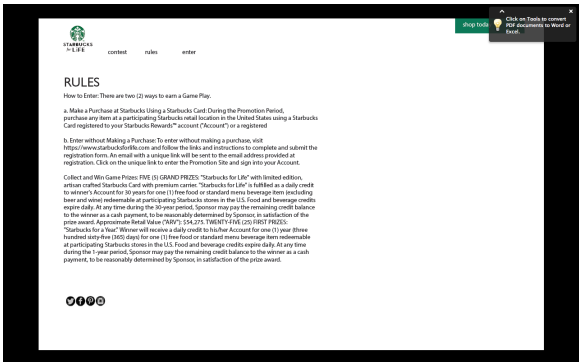
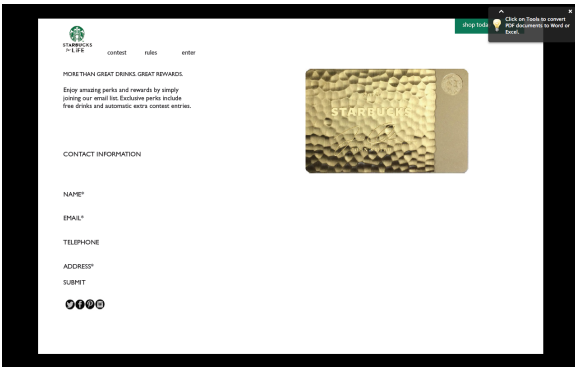
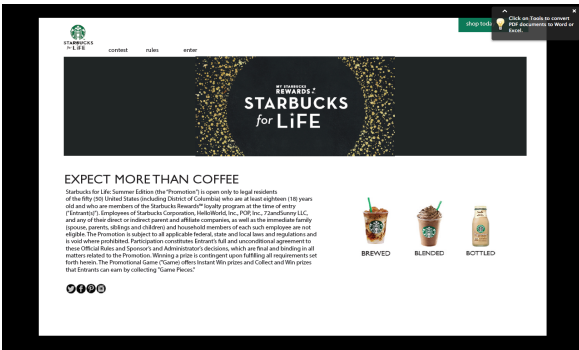
Starbucks for Life Microsite

My goal was to create a Starbucks microsite that promoted Starbucks for Life. I think my website website needed more images. I had added two more but for some reason they did not appear on the screen. If I had more time I would have fixed that picture issue.

> Project 3

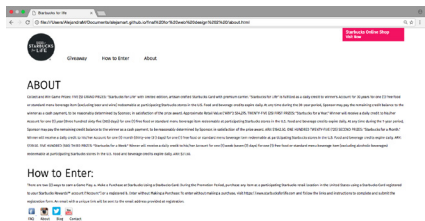
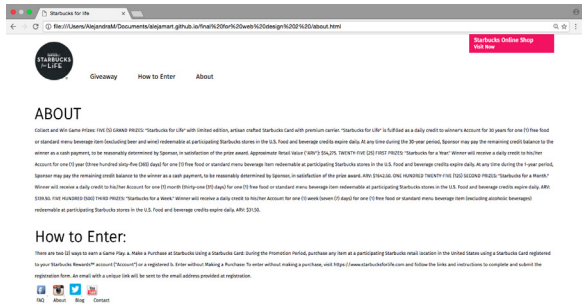
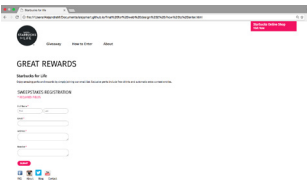
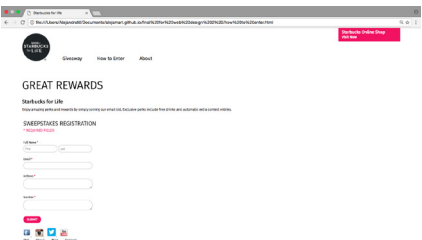
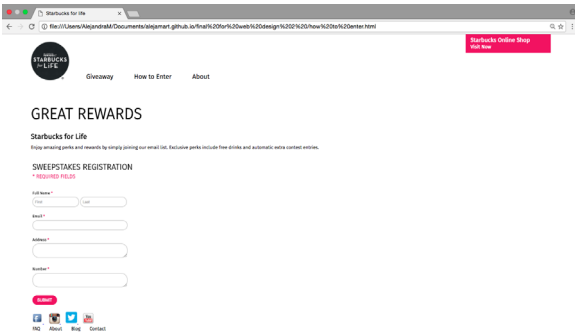
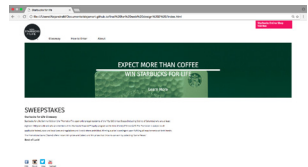
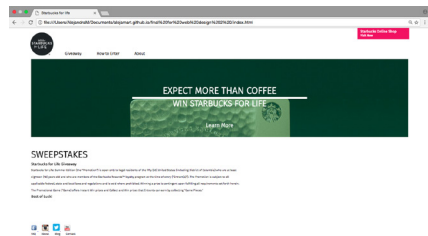
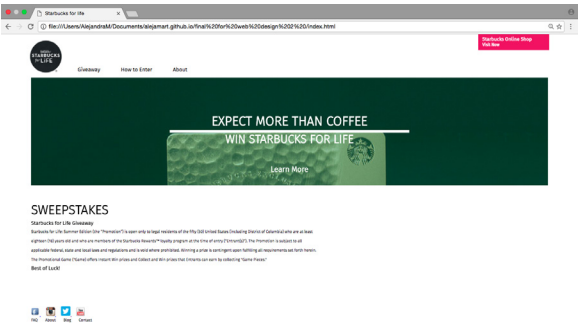
Wireframes

> Project 3



Final Design

> Project 3



Description

Students will be responsible for conducting a small user test session to gain insight on the successes and shortcomings of Projects 3. Using the information gathered in their user testing, students will have the opportunity to apply changes to as needed to their microsite

> Project 4

Objective

- Designing and understanding a complete user flow to accomplish task(s) in an interactive setting.
- Identify user interface challenges to provide acceptable solutions to heighten the user's experience.
- Prototype and test interactive solutions to find shortcomings and find ways to improve.

> Project 3

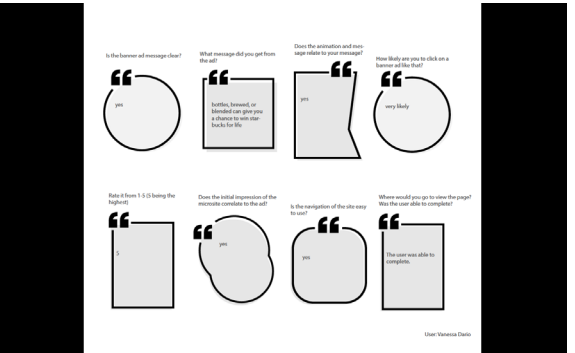
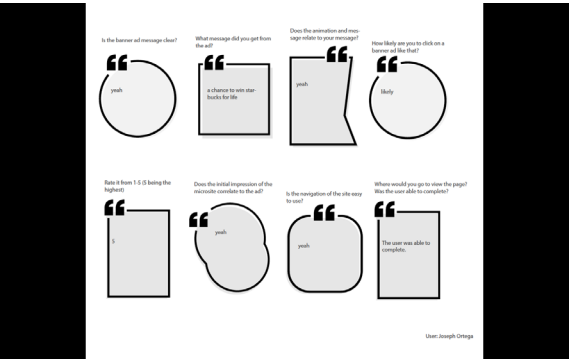
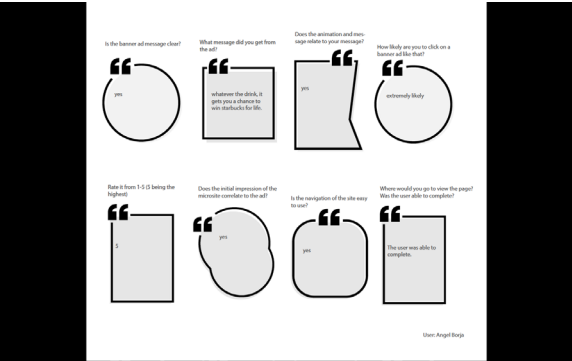
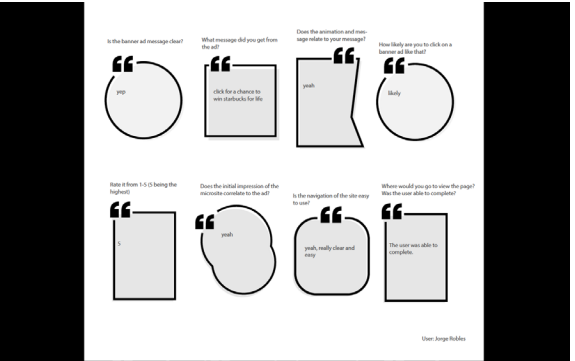
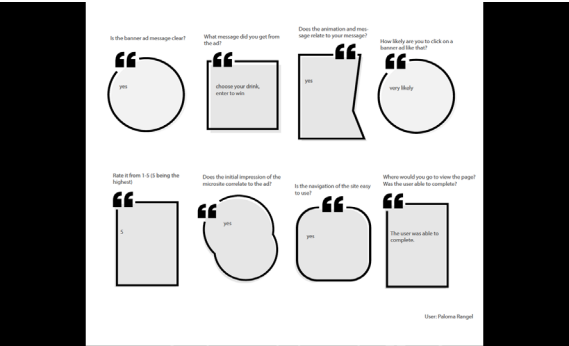
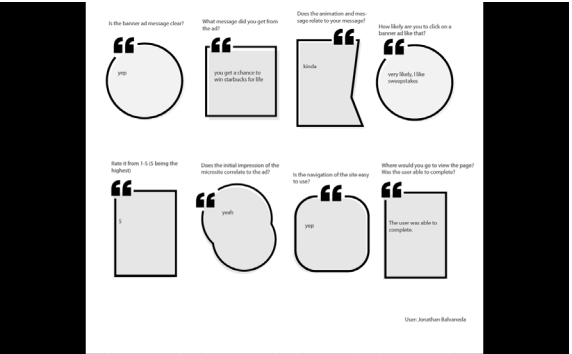
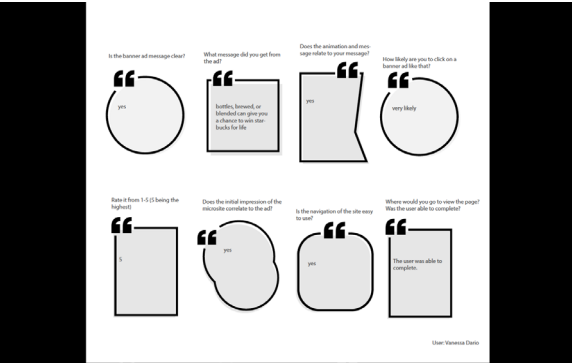
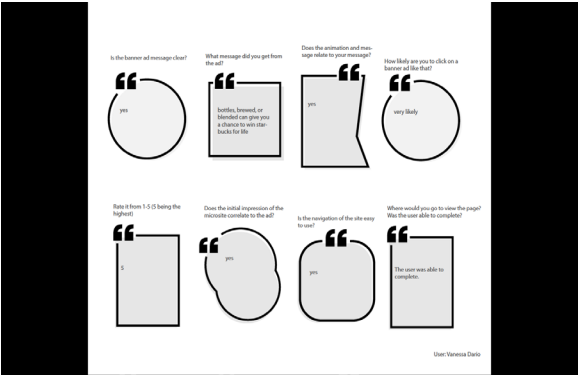
User Testing

My goal was to get the most feedback from all the users I showed my website to. Most of them said it was easy to navigate and straightforward. After receiving the feedback I went back and fixed some things. It helped me look at things differently. Everyone has a different perspective on things.

> Project 4

> Project 4

Actual Testing Results



User Testing

Exercises will focus on specific issues relating to online technologies in the creation of interactive design. Each exercise will need to be posted on the students hosting environment before class on the day it is due.

> Exercises

Haiku

> Exercises



Final Thoughts

This course has thought many new things. It was very challenging but all the projects assigned helped me develop new skills.They challenged me to a whole new level.There was times when I was really confused but after looking around I realized everyone was in the same boat. I plan on expanding my web skills.

> Conclusion